

# Comparisons of Job Characteristics

Focus Occupation: **Market Research Analysts (19-3021)**

Associated Occupation: **Marketing Managers (11-2021)**

[Compare Knowledge](#)

[Compare Skills](#)

[Compare Abilities](#)

[Compare Detailed Work Activities](#)

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<<	Focus occupation element is much lower
<	Focus occupation element is lower
0	Focus occupation element is at a similar level
>	Focus occupation element is at a higher level
>>	Focus occupation element is at a much higher level

## Knowledge

Similarity of Focus Occupation to Associated Occupation: 90

Focus Occupation: Market Research Analysts (19-3021)

Associated Occupation: Marketing Managers (11-2021)

Associated Occupation's Key Knowledge Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Sales and Marketing	5.2	21.5	13.8	<<	Extensive education and/or training may be required
Customer and Personal Service	11.3	18.3	14.7	<<	Extensive education and/or training may be required
English Language	11.2	16.6	17.6	0	Current knowledge level may be sufficient
Administration and Management	8.4	13.9	12.7	0	Current knowledge level may be sufficient
Communications and Media	5.3	12.1	9.4	<<	Extensive education and/or training may be required
Personnel and Human Resources	5.6	9.5	8.2	<	Expanded education and/or training may be required
Economics and Accounting	4.4	7.9	8.2	0	Current knowledge level may be sufficient

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

## Skills

Similarity of Focus Occupation to Associated Occupation: 87

Focus Occupation: Market Research Analysts (19-3021)

Associated Occupation: Marketing Managers (11-2021)

Associated Occupation's Key Skills Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Critical Thinking	10.8	14.1	11.6	<	A higher skill level may be required
Persuasion	7.4	13.3	9.1	<<	Extensive development of skills in this area may be required
Social Perceptiveness	9.1	13.0	9.4	<<	Extensive development of skills in this area may be required
Monitoring	9.9	12.8	10.3	<	A higher skill level may be required

Judgment and Decision Making	9.4	12.3	11.9	0	Current skill level may be sufficient
Coordination	9.1	11.6	9.4	<	A higher skill level may be required
Operations Analysis	5.0	11.6	9.2	<	A higher skill level may be required
Management of Personnel Resources	6.9	11.5	8.3	<<	Extensive development of skills in this area may be required
Negotiation	6.8	11.0	6.6	<<	Extensive development of skills in this area may be required
Systems Evaluation	6.4	10.8	9.8	<	A higher skill level may be required
Systems Analysis	6.5	10.1	10.4	0	Current skill level may be sufficient
Management of Financial Resources	3.3	9.6	5.3	<<	Extensive development of skills in this area may be required
Management of Material Resources	3.7	6.5	4.3	<<	Extensive development of skills in this area may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

Abilities		Similarity of Focus Occupation to Associated Occupation: 97			
Focus Occupation: Market Research Analysts (19-3021) Associated Occupation: Marketing Managers (11-2021)					
Associated Occupation's Key Abilities Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation	
Oral Comprehension	12.5	15.0	13.9	0	Current ability level may be sufficient
Deductive Reasoning	10.6	14.1	13.6	0	Current ability level may be sufficient
Fluency of Ideas	7.6	13.3	12.0	<	Some improvement in abilities may be required
Written Expression	9.8	13.0	14.8	>	Current ability level is likely sufficient
Speech Recognition	9.9	12.5	10.3	<	Some improvement in abilities may be required
Originality	7.6	12.3	10.0	<	Some improvement in abilities may be required
Category Flexibility	9.0	10.7	11.6	0	Current ability level may be sufficient
Number Facility	6.3	8.9	10.1	>	Current ability level is likely sufficient
Memorization	5.6	7.3	6.6	<	Some improvement in abilities may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

Activities that Both Occupations Have in Common		Similarity of Focus Occupation to Associated Occupation: 93	
Focus Occupation: Market Research Analysts (19-3021) Associated Occupation: Marketing Managers (11-2021)			
Work Activities		Exclusivity of Activity	
Analyze market or delivery systems		87	

Analyze sales activities or trends	74
Conduct market research	80
Conduct or attend staff meetings	47
Develop marketing strategy	89
Direct and coordinate activities of workers or staff	3
Identify potential markets	87
Make presentations	13
Monitor consumer or marketing trends	74
Prepare reports	8
Use knowledge of economic trends	77
Use marketing techniques	76
Use product knowledge to market goods	80
Use public speaking techniques	13

Not all positions in these occupations will necessarily perform all of the listed activities. The exclusivity rating is an indication of how unique the activity is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations engage in that activity.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

## Tools and Technologies that Both Occupations Have in Common

Similarity of Focus  
Occupation to Associated  
Occupation: 93

**Focus Occupation: Market Research Analysts (19-3021)**

**Associated Occupation: Marketing Managers (11-2021)**

Tools and Technologies	Exclusivity
Business function specific software	1
Computer data input devices	2
Computers	1
Content authoring and editing software	1
Content management software	6
Data management and query software	1
Finance accounting and enterprise resource planning ERP software	2
Industry specific software	1
Information exchange software	1
Network applications software	1

Not all positions in these occupations will necessarily use all of the listed tools and technologies. The exclusivity rating is an indication of how unique the tool or technology is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations use that tool or technology.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.